

01 Profile

Marketing Communications leader with 6+ years of experience shaping brand, product and customer communications across fintech, technology and consumer businesses.

I build integrated communication systems that connect business objectives with positioning, campaigns, content and lifecycle journeys. My background in theatre directing and audience psychology brings a distinctive approach to storytelling and audience engagement – strategically grounded, emotionally resonant and commercially focused.

02 Core competencies

BRAND & COMMUNICATIONS

Brand Strategy · Positioning · Messaging Architecture · Tone of Voice · Product Communications · Public Relations

CAMPAIGNS & CUSTOMER EXPERIENCE

Integrated Campaigns · Content Strategy · CRM & Lifecycle · Customer Journeys · Marketing Automation · Partnerships

LEADERSHIP

Stakeholder Management · Cross-functional Leadership · Creative Direction · Project Coordination

06 Professional experience

ASAN PARDAKHT / INVI

Apr 2024 – Present

MarCom Manager

Lead Marketing Communications for invi, aligning brand strategy, product communications and customer experience for a fintech investment platform.

- Unified marketing, CRM and product communications into a consistent brand and customer experience.
- Lead integrated campaigns end to end, from strategic planning and narrative development through execution.
- Built messaging architecture for product launches, partnerships and customer lifecycle communications.
- Designed CRM journeys and automation workflows to make communications more timely and relevant.
- Direct content strategy, UX writing and SEO-aligned messaging across owned product and marketing channels.
- Develop strategic partnerships and co-marketing initiatives that extend brand reach and relevance.
- Introduced AI-assisted workflows that streamline planning, production and cross-team collaboration.

JANEBI

Aug 2023 – Apr 2024

Content & Media Manager

Led content and media communications for one of Iran's largest consumer electronics e-commerce platforms.

- Translated commercial and brand priorities into integrated communication plans across digital and social channels.
- Built an editorial planning and creative production rhythm that improved consistency across campaigns.
- Directed multidisciplinary creative collaboration from brief through delivery.
- Used campaign performance and audience insights to refine messaging, formats and channel choices.

03 Tools

Google Analytics (GA4) · n8n ·
Notion · Figma · Adobe Creative
Suite · Microsoft Office · ChatGPT

04 Languages

Persian	Native
English	Fluent
Italian	Basic

05 Education

MA, Dramatic Studies /
Theatre Directing

Tehran University of Arts

BSc, Metallurgical
Engineering

Ferdowsi University of
Mashhad

NOBITEX

- 1 PR Specialist
- 2 Social Media Manager
- 3 Content & Media Specialist

Oct 2021 – Aug 2023

- Progressed through three communication roles within one of the region's leading cryptocurrency exchanges, expanding responsibility across PR, social media and strategic content.
- Turned complex cryptocurrency and blockchain topics into accessible, audience-focused narratives.
 - Planned educational campaigns that supported understanding and trust in an emerging category.
 - Supported public relations initiatives and strengthened messaging across owned and earned media.
 - Managed social communication across fast-moving market moments while maintaining brand clarity.
 - Partnered with Product, Marketing and Design teams on launches and strategic campaigns.

07 How I create
value

CLARITY

Translate complex products and ideas into communication people can understand and act on.

CONSISTENCY

Connect brand intent across marketing, product, CRM and customer experience.

MOMENTUM

Build repeatable systems that help teams plan, create and deliver stronger communications.